Communications

MISSION STATEMENT

In FY04, the Department of Communications and Public Information will continue to increase citizen knowledge and understanding of Norfolk operations while enhancing citizen performance citizen and participation. Increase worker knowledge and understanding of Norfolk operations and potential and enhance worker empowerment and participation. It foster

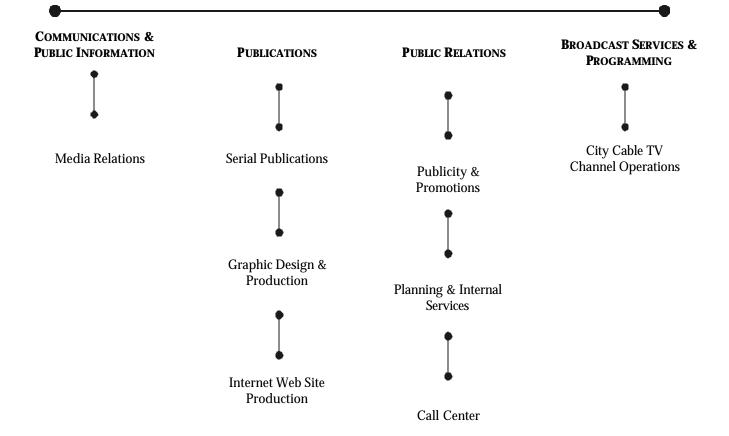
improved communication among citizens, City Council and Administration and builds civic pride by communicating community achievement. The department promotes increased awareness locally, regionally, nationally and internationally that Norfolk is a place where life is celebrated daily.

DEPARTMENT OVERVIEW

The department includes the following divisions:

- MEDIA & PUBLIC RELATIONS Responsible for the promotion of public awareness of city policies, initiatives, activities and events through media placements, public advertising and public and private contacts and partnerships. Assists departments in developing and implementing communications and public relations strategic plans; supervise public information and response activities.
- NORFOLK CARES ASSISTANCE CALL CENTER –
 Strives to ensure superior service for the
 citizens of Norfolk by maintaining an effective
 call center for providing accurate, timely
 information and response concerning citizen
 complaints, City processes and information in
 relation to services provided by the City of
 Norfolk.
- ◆ PUBLICATIONS AND DIRECT COMMUNICATIONS Responsibilities include the production of internal and external serial publications, the graphic design and production of visual communication vehicles such as brochures, flyers and ads for external and internal public relations. Responsible for the design, production and maintenance of the City's internet website.
- VIDEO AND CABLECAST SERVICES Promote awareness and support of City policies, initiatives and activities among citizens and public employees through cablecast (TV48) and video production.

DIRECTOR OF COMMUNICATIONS



BUDGET HIGHLIGHTS

The Department of Communications' operating budget includes increased costs for the City's contribution to the retirement plan in the amount of \$64,000 and a 1.5% cost of living adjustment and 2.5% increment based on the employees' anniversary date and other salary and benefit adjustments. The budget does not reflect any service level reductions.

YOUTH INITIATIVE: An innovative partnership between the City of Norfolk's Youth Development Division and a host of nonprofit agencies, youth-specific organizations, churches and schools working together to help young people grow into self-reliant, self-confident adults. Communications will bring its expertise and resources to this initiative.

BRAND IMAGE: In FY03, Communications received \$250,000 for the City Wayfinding and Brand Image Campaign. In FY04, they will receive \$100,000 in additional funding for the

City's Wayfinding and Brand Image Campaign. Additional funds of \$150,000 are included in the Capital Plan to cover the cost of foundation construction and poles. This will include placement of 53 signs and banners, and development of new partnerships to promote the City and its quality of life.

HOUSING INITIATIVE: Use all the department's resources, including website, TV48, publications, and marketing and public relstions expertise to develop partnerships to market and promote this initiative to residents, businesses and other stakeholders. This will include, development of the new 'Come Home to Norfolk' website and promotional materials, targeted programming on TV48, use of Call Center and automated NorfolkLine as points of resident contact, as well as general promotion to the media.

KEY GOALS AND OBJECTIVES

The Department of Communications will promote public and employee awareness of, and support for, City policies, initiatives and activities through media activities, the City's website, TV 48 programming, and printed messages in publications.

Provide media, promotional and communications-related support and communications expertise for other departments,

agencies and organizations in the furtherance of the goals and priorities of the City.

Assist in the development of partnerships among departments and other stakeholders to further City goals through initiatives, such as Come Home to Norfolk and the Brand Image Campaign lending communications, organizational and marketing expertise to City efforts.

PRIOR YEAR ACCOMPLISHMENTS

ROLLOUT OF WAYFINDING SYSTEM: Division assisted in the development of new graphics to help residents and visitors find their way around the City. These included banners, directional signs and a City of Norfolk informational wall at Norfolk International Airport.

MERMAIDS ON PARADE FOR THE ARTS PROGRAM: Division continued this popular program by working with vendors to expand the use of the City's logo in a way that maintained a consistent look and contributed additional money to the arts through the creation of a special revenue fund.

RE-DESIGN CITY WEBSITE: By partnering with individual departments and Information Technology, the division's Webmaster guided complete revamping of City website into a more user-friendly and accurate site that now contains more than 3,000 pages.

ROLLOUT OF HOUSING INITIATIVE: Division supported Come Home to Norfolk Initiative in a variety of ways, including development of graphic displays, partnership with the Navy and realtors to develop a new brochure and materials to promote the City's housing, targeted media promotion, and publications.

PLANNED VIRGINIA MUNICIPAL LEAGUE (VML) CONFERENCE: The division took the lead on planning the 2002 VML conference, resulting in 900 attendees and positive articles and feedback for Norfolk and its revitalization. The division's effort included writing articles and obtaining photographs for the VML magazine and obtaining support from the private sectors for events promoting the City and its attractions to VML attendees.

Expenditure Summary							
	FY 2001	FY 2002	FY 2003	FY 2004			
	ACTUAL	ACTUAL	BUDGET	APPROVED			
Personnel Services	489,552	657,508	625,008	732,900			
Materials, Supplies and Repairs	8,856	22,411	30,000	31,000			
General Operations and Fixed Costs	542,483	592,273	839,292	708,100			
Total	1,040,891	1,272,192	1,494,300	1,472,000			

Programs & Services							
	FY 2002 ACTUAL	FY 2003 APPROVED	FY 2004 APPROVED	FULL-TIME POSITIONS			
COMMUNICATIONS & PUBLIC INFORMATION							
Media Relations	903,460	954,727	931,400	14			
Prepare executive strategic communications and media relations' plans, programs, and policies. Provide administrative direction and support.							

Programs & Services							
	FY 2002 ACTUAL	FY 2003 FY 2004 APPROVED APPROVED		FULL-TIME POSITIONS			
PUBLICATIONS							
Serial Publications	98,574	239,073	240,100	-			
Production of internal (Mace, City Talk, Wellness Letter) and external (Norfolk Quarterly, Civic Connection, PACE) serial publications such as Norfolk Citizens Guide, Come Home to Norfolk Now, Annual Report.							
Graphic Design & Production	-	-	-	-			
Graphic design and production of visual communication vehicles such as color brochures, flyers, ads, and greeting cards for external and internal public relations.							
Internet Web Site Production	-	-	-	-			
Design, production, and maintenance of the City's internet website (http://www.norfolk.gov)							
PUBLIC RELATIONS							
Publicity & Promotions	15,047	15,000	15,000	-			
Promotion of public awareness of City policies, initiatives, activities and events through media placements, public advertising, and public and private contracts and partnership.							
Planning & Internal Services	-	-	-	-			
Assist departments in developing and implementing communications and public relations strategic plans; supervise public information and response activities; coordinate various communications teams; coordinate A/V equipment and photographic services.							
Call Center	-	-	-	-			
The Citizens Assistance Call Center was transferred from Neighborhood and Leisure Services							
BROADCAST SERVICES & PROGRAMMING							
City Cable TV Channel Operations	255,111	285,500	285,500	-			
Local and regional, intergovernmental production of video and TV programs.							
Total	1,272,192	1,494,300	1,472,000	14			

Strategic Priority: Public Accountability

TACTICAL APPROACH:

To provide superior service to the citizens of Norfolk and the media through the operation of a call center and City website.

PROGRAM INITIATIVES	FY01	FY02	FY03	FY04	Change
Website hits through Homepage	N/A	720,000	23,964,805	25,000,000	4%
Website hits through Other Sites	N/A	N/A	36,138,285	39,000,000	8%
Media calls and requests	N/A	7,800	8,500	9,100	7%

TACTICAL APPROACH:

To promote public awareness of city policies, initiatives, activities and events through media placement, public advertising and public and private partnerships

PROGRAM INITIATIVES	FY01	FY02	FY03	FY04	Change
Publications issued: Norfolk Quarterly, Citizen Guide, MACE, City Talk and Civic Connection and PACE Partners (number of publications)	N/A	33	34	35	3%
TV 48 Broadcasts: Norfolk Perspectives, Council Updates, and Community Bulletin Board (numbers of episodes)	N/A	1,248	2,070	2,070	0%

Position Summary							
Position Title	Pay Grade	Minimum	Maximum	FY03 Positions	Change	FY04 Positions	
Administrative Technician	OPS08	25,206	40,295	1		1	
Creative Designer & Production Manager	OPS13	37,727	60,314	1		1	
Director of Communications	EXE01	58,133	100,403	1		1	
E-Communications Specialist	MAP06	34,994	55,943	1		1	
Manager, Broadcast Services	SRM04	45,328	79,779	1		1	
Manager, Public Relations	SRM04	45,328	79,779	1		1	
Manager Publications & Direct Communication	SRM04	45,328	79,779	1		1	
Public Information Spec I	MAP04	31,039	49,621	1		1	
Public Relations Specialist	MAP07	37,198	59,469	2		2	
Support Technician	OPS06	21,591	34,515	4		4	
Total				14	0	14	